Information, Disinformation; Social Media and AI

Global Impact and Human Security, The Need for Trusted Sources, and Guidelines for Development and Deployment

Jon Miller
November 2023
Almost Half of Young Adults Globally Use Social Media to Stay Informed About Current Events

Which of the following do you use most often to stay informed about current events? (Median % in 21 countries)

- Social media (45% Aged 15-24, 17% Aged 40+)
- Online news sites (14% Aged 15-24, 11% Aged 40+)
- Family of friends (7% Aged 15-24, 6% Aged 40+)
- Radio (4% Aged 15-24, 13% Aged 40+)
- Television (39% Aged 15-24, 15% Aged 40+)
- Newspapers (3% Aged 15-24, 7% Aged 40+)
- None of these (1% Aged 15-24, 1% Aged 40+)

Source: UNICEF-GALLUP, 2021
However, They Also Do Not Trust Social Media to Provide Accurate Information

How much do you trust these sources to provide you with accurate information? A lot, a little or not at all? (Median % A lot, in 21 countries)

Source: UNICEF-GALLUP, 2021
Americans Rely on Social Media for News, Despite Not Trusting Its Accuracy

<table>
<thead>
<tr>
<th>News Source</th>
<th>Share of U.S. respondents (daily)</th>
<th>Share of respondents who trust (daily)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media</td>
<td>37%</td>
<td>34%</td>
</tr>
<tr>
<td>Network news</td>
<td>26%</td>
<td>59%</td>
</tr>
<tr>
<td>Cable news networks</td>
<td>21%</td>
<td>54%</td>
</tr>
<tr>
<td>Radio</td>
<td>20%</td>
<td>64%</td>
</tr>
<tr>
<td>Online-only news sites</td>
<td>19%</td>
<td>52%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>12%</td>
<td>61%</td>
</tr>
<tr>
<td>Podcasts</td>
<td>8%</td>
<td>39%</td>
</tr>
</tbody>
</table>

Source: Morning Consult
Social Media is the Dominant Source of News in Most Developing Countries

Share of adults who use social media as a source of news in selected countries worldwide as of February 2023

Source: Statista
“The overarching finding is that U.S. adults who mainly get their political news through social media tend to be less engaged with news. They follow the news less closely, and they tend to be less knowledgeable on a wide range of current events and broad political-knowledge questions about the U.S."

Pew Research Center Study (2019)
What Social Media Does: Not by Accident But By Algorithmic Effects

Facebook Enabled Advertisers to Reach “Jew Haters”

Source: Facebook (Meta)
“Israeli Strike Kills Hundreds in Hospital, Palestinian Officials Say”
New York Times Headlines

“It’s hard to see what else this could be really, given the size of the explosion, other than an Israeli airstrike or several airstrikes”
BBC Reporter Jon Donnison’s first report on the hospital bombing

New York Times & BBC
“There are no words to fully express our condemnation of Israel’s bombing of a Gaza hospital today, killing hundreds of people. Targeting a hospital, considered a safe haven under International Humanitarian Law, is a war crime. The international community must act now.”

African Union Chairperson Moussa Faki Mahamat in an official statement

18 October, 2023
The Exponential Growth of AI
ChatGPT Reached a Million Users in Five Days…

Source: Contrary Research, Chartr
…and a 100 Million Users in Only Two Months

Number of months to reach 100m monthly active users

- Google Translate: 78 months
- Uber: 70 months
- Telegram: 61 months
- Spotify: 55 months
- Pinterest: 41 months
- Instagram: 30 months
- TikTok: 9 months
- ChatGPT: 2 months

Source: UBS/Yahoo Finance
“Europol, the European Union’s law enforcement agency, predicted that as much as 90 percent of content on the internet could be created or edited by AI by 2026.”

Gen.ai
“We are witnessing a pivotal moment where the adversaries of democracy possess the capability to unleash a technological nuclear explosion... their weapons of choice are misinformation and disinformation, wielded with unparalleled intensity to shape and sway the electorate like never before.”

Oren Etzioni
Former CEO of and current advisor to AI2, a US-based non-profit research institute focusing on AI and its implications
After years of speculation about mounting potential divergence in regulatory approaches, we are starting to see them stabilize into a handful of distinct approaches.

- Relying on existing laws and regulations
- Introducing AI-specific legislative frameworks
- Banning specific services (e.g., ChatGPT)

Source: Stateof.ai 2023
"We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten. Don't let yourself be lulled into inaction."

Bill Gates
What Role Can WAAS Play? (1/2)

- This is a significant science problem; i.e. data-centric, global, platform-based dissemination of information combined with policy and ethical concerns
- The magnitude of the threat may well comparable to nuclear threats, which prompted the founding of WAAS
- Convene, and create a process for global alignment; WAAS does not need to possess all the expertise needed, can convene and partner with others who do
- Develop monitoring guidelines and disseminate ongoing results, WAAS can lend credibility to other efforts to develop a truly unbiased, transnational new service
Most students do not receive any education in the potential social consequences of technology, WAAS can partner in development and dissemination of certified courses for new hires.

Draft guidelines for policy enactment: What are the key constructs? How to synthesize into coherent alternatives?

Inform: Work with other groups to create an information network on AI related uses and issues; e.g. UNESCO has invited WAAS to join a task force to disseminate education on their AI policies.

Advocacy: Participant based approaches, for example.

Next Steps? Convene a working group with fellows and external members; study what’s being done; invite notable experts; study proposed solutions; support those that justify and need backing.